Surf Rider And Hawaiian

USES U. S. FLAGARUI ANA I LAILA I ELIMA PAURU 1513A, 1513B, IN WAR ZOPE HOOMAOPOPO ANA I NA UNAHOOMALU A ME MANA RIAL ME NA LUNA E AE A ME

[Associated Press by Federal WireANA O HAWAII. BOSTON, Mass., June 10 .- H flown the Stars and Stripes f, hours while passing through the critore o Harrain:

zone" which the Germans have (ed around the British Isles, the ish steamer Colonian of the Liu hou e pakuija nei i ka Moline, Liverpool, arrived in politica o Hawaii, 1915, e kapaia Donald, states that he holste3C, 1513D a me 1513E a e colors for the purpose of pre his ship from attack by Germ iho nei:

marines, stating that the use American flag is a justifial precaution, sanctioned by the na hana. Mahope koke iho o me Mana Hocko o ka Papa o

RARFIWaii i ka oihana, e:

talu i na hoike waiwai o na lako na lako lawelawe hana, na wai-ITALIAN CAMPAIGN MOVES SLOWLY. i ke Kalana maloko o na apana LONDON, Eng., June 10,-11 determined resistance, the it, i man moo helu waiwai piha e vance into Carinthia across 1 kela me keia apana a e nana zo river is said by despatch Geneva to be steadily but sloi, na mea hana, na lako hana a

Austrian batteries at Tolmi e na Lunakiai a man luna kathe Geneva Tribune, were no lakou ka manawa oihana i punished by a furious Italian t ment. Italian shells fell in wa e waiho koke aku oia i hojke trian ammunition depot, whi loko o ia hoike e hoakaka piha most destroyed the city. e kulana o ka waiwai o kela me

Italian attack has been repu Goritz, about 40 miles due r Trieste, with a loss of 5570 pr kona kulana mana hooko o ke

TEUTON ATTACK LOOKED FOR NEAR ARRAS.

e hookele i na hana pili alanni PARIS, France, June 10.-A jana nana ka hoomaopopo i ka ed and formidable bombardme to ia mea o na haawina dala-i newly won positions of the a Papa o na Lunakiai, ma ke fire usually has been the pre ke ano a ma kahi a ka Papa of infantry charges, and disposite in hana a me in hoolile. Elsewhere on the western here is comparative inactivity.

omalu me Mana Hooko i na SOCIALISTS PROTEST WILSON'S STAND ON MEXICAN QUESTION

(Associated Press by Federal Wireless) CHICAGO, Ill., June io .- The national executive committee of the Socialist party of America yesterday adopted a resolution of protest against the attitude of President Wilson in respect to the Mexican situation, de-claring that his threat of intervention. strongly intimated in his recent mesage of warning to the Mexican chieftains, is contrary to the rights of the Mexican people to determine their own form of government. The committee also recommended by resolution an investigation by the federal department of justice of the recent lection in the state of Colorado.

Mrs. A. B. Wilder, pioneer editor of Republic county, Kansas, in the early seventies, is just cutting her teeth at

Masonic Temple Weekly Calendar

MONDAY-Hawaiian Lodge No. 21; Stated: 7:30 p. m. TUESDAY-

WEDNESDAY-Hawaiian Lodge No. 21; Spe-

cial, First Degree; 7:30 p. m. THURSDAYonolulu Commandery No. 1; tated; 5 p. m.

FRIDAY-SATURDAY-Lei Aloha Chapter, O. E. S.; Stated; 7:30 p. m.

SCHOFIELD LODGE

WEDNESDAY-

SATURDAY-

DNOLULU LODGE NO. 1, MODERN ORDER OF PHOENIX.

Will meet at their home, corner Thursday evening at 7:30 o'clock.

C. J. McCARTHY, E.R beauty.

Vaiian LODGE ADVOCATES FUNERAL RITES me Mana Hooko e har MTERNATI a o kekahi kope ma ia olelo o ke Kalana nana o ka Papa o na Lunak

a ma ia balawai ana e l i hoike nana ma ke ka

a me kana mau hana Associated Press by Federal Wireless] [Associated Press by Federal Wireless] SCHENECTADY, N. Y., June 10 .- SAN FRANCISCO, Cal., June 10. enator Henry Cabot Lodge speaking The funeral services over the remains "Pauku 1513C. It the commencement exercises of the of the late Charles R. Bishop were nion College, asserted that there will held yesterday, after which the body hoomalu me Mana Hever be any maintenance of world's was cremated. The ashes will be sent Lunakiai, e hookohu sace until some strong force is or- to Honolulu for interment.

Governor Pinkham of Hawaii, Dr. C. lawe o ke Kalana no lent the outbreak of war through B. Cooper, the governor's aide; Fair The rights of Americans to travel in maopopo ole ia ma ke ations for the establishment of an missioner B. G. Riverburg and a num. nation are inalienable. e kapae manawa a i diternational police force, afloat and ber of other present and former resi-

hoopiha ana i hoomadal state. hoomalu me Mana HoEXPOSITION GROUNDS WILL SOON i kekahi mea kupono EXPOSITION GROUNDS WILL SOON oihana no ka manawa mamua ae no kekahi

"Pankn 1513D.

manawa. I ka wa a special Star-Bulletin Correspondence) barracks will be equipped with almost Hooko hiki ole ana nama-Pacific International Exposition bathing facilities. oihana, a kohoia no krounds will be the scene of active Cots and mattresses will be provided operations during the sumby the exposition. Blankets and lines Papa i Lunahoomalu er and fall months. Troops of the will be the only articles necessary for ano, e loaa no iaia na nited States National Guards, indevisiting organizations to provide. A nondent military organizations, cadets mess will be maintained in the bara pan a ka Lunahoomom military and agricultural col- racks at which excellent board may ges, high schools and uniformed be had at a very reasonable rate.

"Pauku 1513E. Hsit the exposition at various periods, ed with applications from military or. ko ole a ka Lunahooniils which will be held. Organiza- and due to the large number which kekahi o na hana i hoons which meet the requirements, in have requested reservations, exposi-1513B o keia Mokuna nnel, of the exposition authorities, ganizations which are desirous of enpau oihana a no ka ho Visiting organizations will have the reservations as early as possible.

ia i hoakakaia ma ke sportunity of joining parades, drills PAUKE 2. E manacasions no charge will be made for stay in San Francisco.

la ona e aponoia ai. The militare la grounds. The military bureau, of which Capt.

Aponoia i keia la 2 cost, the visiting organizations. At horse in Queen street back of the ju- strangers in the city should take ad time affairs committee of the Cham-

SAN FRANCISCO, June 3.—The Pae every modern convenience, including

LOOK LIKE HUGE MILITARY CAME

aternal societies have arranged to The military bureau has been flood-

ad will enter into the competitive ganizations throughout the country, e matter of drill, numbers and per- tion authorities are urging that all ortering the competitions make their

Capt. Carpenter will have direct su- timatum to the employing corporaid other military features, on re- pervision of the visiting organizations tions, demanding better working conlest of exposition officials. On these and will make arrangements for their ditions and increased pay, requesting

called Circuit Judge Ashford dward Carpenter, C. A. C., is chief, the Star-Bulletin's attention to three given at the Opera House this evening is completed plans for housing, free young men who were "breaking" a will be of great interest to all and the active barracks have been provided diciary building. "Absolutely contrary vantage of this opportunity to learn the commerce, that the request of thin a stone's throw of the exposition to law," said the judge. "Section 28 of of Hawaii's history, customs, music C. P. Morse of the American-Hawaii ion. Seeing the fair then will be like The canoes will assemble on the west tion grounds. The quarters are desira visit to the island for maintanders side of the lagoon, the five quintets ably located overlooking San Franciswho have never seen Hawaii, say the singing in chorus "Aloha Oe." They to bay, the famous Golden Gate, and the public streets." The League chorus is the best in the city bay be referred to the lighthouse section, however, provides no penalty San Francisco papers. The program will then separate, taking up stations the beautiful hills across the bay. The for the misdemeanor.

WILSON'S NOTE SHOWS FRIENDLY BUT FIRM ATTITUDE; DEMANDS ATTACKS ON NEUTRALS CEASE

Full Reparation Must Be Made agreement among all the nations sub-For Loss of American Lives on the High Seas

WASHINGTON, D. C., June 10. - Lusitenia

Attacks upon the lives of Amerishore, with strength enough to over- dents of Hawaii were present at the cans and upon American ships by the kahi hakahaka e ikeiome the fighting force of any individ- services, which were carried out simp- submarines of the Germans must

> travel upon the seas by neutrals is founded upon the international usages lie until tomorrow morning. of centuries and is in conformity with scribing to international law.

The rules governing procedure in tion, but must be altered, if at all, by friendly reply.

scribing to impternational law. America looks to Germany for full reparation for the lives lost in the recent attack upon the American steams er Gulfight and for the loss of Ameri-[Associated Press by Federal Wireless] can lives through the sinking of the

America looks to Germany for a promise to adhere from now on to the principles of international law. Note Friendly.

These, in brief, are the contentions advanced and the claims made in the note cabled yesterday from Washing-The inalienable privilege of free ton to Berlin, although the complete text of the note will not be made pub-

The terms employed in the note are much more friendly than the public had been led to believe would be the war cannot be altered by any one na case, and the way is left open for a

[Associated Press by Federal Wireless] [Associated Press by Federal Wireless] CHICAGO, Ill., June 10.-Within 48 hours, unless their demands are com- President Wilson has under maturing vated railroad employes will walk out ain and France, urging them to comon strike here. The surface and ele- ply with the original request of the vated railroad men have issued an alan answer by tomorrow night.

very entertaining.

WASHINGTON, D. C., June 10. plied with, 14,000 street car and ele- consideration a note of protest to Brit-United States that they raise their embargo on shipments which are not contraband, consigned to their ene

The note may go forward in the course of the next few days.

rectors of the chamber.

only by analysis of the product to be sold, and of the prospect to whom you hope to sell. For such analysis, the following chart is suggested:

Of course, this will not decide all vital questions in regard to how, when, and where you should advertise. But, with the exception of the class of goods which must rely on cut-price for popularity and which therefore must be advertised in the papers-perhaps these three "pigeonholes," A, B, C, may include almost anything you might have to present to the public through publicity.

For instance, take the stock of the Federal Baseball League. Probably the first temptation of any advertiser would be to use painted bulletin boards, which, in nice "June" colors, might intensify the call of the ball park. But, if you ask some questions of such stock: "How familiar is it! How keen is the demand for it?"-you would have to answer to yourself: "This is an investment proposition. Such is not familiar to the average citienz. It is a new thing. Moreover, it is not actively wanted."

You have got to make it known-and wanted. To do that you have got to put your story where it can be read thoroughly-namely, in the newspaper.

In other words, you could see at a glance that this baseball stock would fall under the class of "Unknown." Unwanted." Knowing this, you will then have to pick your prospective investor to pieces. You would ask what would be most likely to get his attention! Probably "novelty" would be the answer. Therefore, "FIRE THE UMPIRE IF YOU WANT TO" would be a characteristic headline for one of your ads. It would suggest the novelty of the investment. Moreover, no matter how slight his interest might be, that kind of an appeal would put the idea into the fan's mind that this stock would . give him a part in the management of the team.

GENERAL ANALYSIS OF PRODUCT AND PROSPECT (Non-advertisable articles, and those advertisable only on price not included)

Class of Product	If the Article Itself be "Unknown and Unwanted"	If the Article be "Half Known and Half Wanted"	If it be Needed, But is "Unknown as to Scand"
HOW TO SECURE PROSPECT'S	CLASS A	CLASS B	CLASS-C
(z) Attention:	Suggest Novelty	Show Necessity	Emphasize Name
(a) Desire:	Describe Virtues	Explain Details	Repeat Suggestion
(3) Action:	Offer Further Information	Prove Its Profitability	Secure a Trial Usa. First
HOW TO APPEAL TO PROSPECT'S SUSCEPTIBILITIES	CLASS A	CLASS B	CLASS C
(1) Business:	Show How to Make Money	Show How to	Show it Costs No More
(2) Pleasure:	Invite to "Be One of First"	Suggest Folly of Belf-denial	Intimate That "Its Fun to Try it"
(3) Weakness:	Give it Flavor of New Toy	Argue They'll "Get it Eventually"	"Why Not Change!"
IN APPLYING ABOVE. WHAT TO USE BY WAY OF	CLASS A	CLASS B	CLASS C
Code:	Reason-Why, With Thorough Arguments	Reason-Why. Com- bined With Display	Publicity—With Display Paramoust
Mediums	Closely Rend-Such	Read Such as News-	Sens-Newspapara es Other Medican

Saturday's chapter will be: "To Find the Appeal of the 'Half-Known' and 'Half-Wanted'."

Home Course in Advertising USE SILVER SPADE TO PLANT HAWAIIAN TREE

BY KAMAAINA. (Special Star-Bulletin Correspondence)

planned is to be one of the most spec- in various sections of the lagoon,

acutar and unique of any of the spe- where all may hear to the best ad-

SAN FRANCISCO, Cal., June 1 .in Hawail," on the lagoon before the The greatest interest is being shown Fine Arts building beginning at 7:30 by visiting Hawaiians and all officials in the evening. California's building of prominence at the exposition in will be the scene of the wind-up of anticipation of "Hawaii Day" at the the day's events, where a ball will be fair.

given in honor of Governor Pinkham | Detailed plans, as announced so far, of Hawaii. There will also be dancing are as follows:

on Administration avenue, with Ha-Governor Pinkham will be escorted wallan music to make the affair typi- at 10 o'clock in the morning from the Stuart Hotel to the Hawaii building It is expected that the gate receipts in the exposition grounds by a milfor the lagoon display will aggregate tary escort and band furnished by the exposition officials. There, a special committee will receive the governor and decorate him with leis before the morning program is opened.

The principal address during the exercises held outside the building will be made by Governor Pinkham, other speakers being Governor John son of California, President Moore of the exposition, James Rolph, Jr., may-The or of San Francisco, the chairman of five large outrigger canoes sent up to the day being Commissioner Riven-

Immediately following the exercises goon. Princesses representing Oahu, the governor and staff and the Ha-Hawaii, Maui, Kauai and Molokai waiian commissioners will be the will be seated in the canoes surround- guests of honor at a luncheon which ed by ukulele players and attendants. will be given by President Moore in Oahu's princess is to be Miss Libbie his own private dining-room in the California building.

At 3 o'clock that afternoon a charmhave been selected to share the canoes ing idea will be introduced when Govwith the princesses. Mrs. Marion ernor Pinkham, using a silver spade, the colonade in front of the lagoon, manent parking section which will remain after the exposition has been forgotten, and where a tablet with an inscription will be placed with a record of the ceremonies.

At 4 o'clock a reception will be held in the Hawaii building, when 1000 invited guests will be received by Governor Pinkham and staff, Commissionsioner and Mrs. Bertram Rivenburg The music for the reception will be the Hawaii building, and delicious re-As souvenirs of the occasion buttons freshments as suggestive as possible

> The New York Municipal Council of Laziness is born in a man; industry

Rexall Dyspepsia Tablets will relieve your indigestion. Many people in this town have used them and we have yet to hear of a case where they have failed. We know the formula. Sold only by us-25c a box.

Benson, Smith & Co., Ltd.

PURPOSES OF THE COURSE:-(1) To increase returns for the retailer who now advertises. (2) To show the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession."

This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be given exclusively with this newspaper free of charge.

CHAPTER V.

How to Advertise Something Unknown and Unwanted

W HETHER a thing be of local or national demand whether it be advertised by retailer or manufacturer-it can be looked at in certain basic aspects which will largely determine as to how it ought to be presented -as to what features in it are worth talking about, as to what qualities of the prospect can be appealed to—and as to what medium can be used as an avenue through which to early those features of the product, or merchandise, to those qualities in the prospect in a way that will insure fair probability of success.

So, let us see if we can classify things to be advertised. Can we say article No. 1 can be successfully advertised by "A" method, No. 2 by "B" method, and No. 3 by "(" method, while No. 4, as a result of its very nature, cannot be advertised at all?

Let us try. In the first place there are many things which apparently cannot be advertised except on price basis. Particularly is that true in retail advertising. In such effort, the aim, method, and result is to undersell the other fellow. Such advertising represents great bulk. It is the simplest form. That class is omitted from this general analysis of product and prospect.

Now suppose you have to advertise something entirely new. Before knowing what to say, how to say it, whether to illustrate it, or where to place your "copy," you must know many things such as can be discovered

kiki," "Rainbow Falls of Hilo" and "Aloha Oe" with beautiful flower borderreffects. The large Hawaiian flag of the Beckley family will be draped from the center arch over the lagoon with colored searchlights playing on Music will also be a feature.

the exposition last week will be used burg. to carry the musicians around the la-Ionolulu Lodge No. 409; Special, Third Degree; Pastmasters' Night; 7:30 p. m. Nawahine Peck of Honolulu.

Five of the best quintets possible Dowsett Worthington wil sing from will plant a Hawalian tree in a perand will be assisted by a chorus of 25 singers. Among these latter will be the now famous "Bird of Paradise" quintet, which appeared in the original

cial occasions at the exposition.

The program starts at 11 a. m. with

an address by Governor Pinkham from

the steps of the Hawaii building. At

12:30 President C. C. Moore of the ex-

position will entertain Governor Pink-

ham and the Hawaii officials at lunch-

The spectacular feature of the cele-

bration will be tae display, "A Night

\$15,000. Chief among the features will

be the fireworks. The largest set

pleces of the program are the "Ha-

waiian Flag," "A Surf Rider of Wai-

cal of the islands

"Bird of Paradise" company. J. Walter Doyle writes that the selection of the island princesses other than the princess for Oahu, was not made a week ago. The prettiest girls of the island were desired for the er and Mrs. H. P. Wood and Commisplaces and the officials preferred to await the arrival of last week's steamers from Honolulu before selecting the furnished by the Hawaiian quintet of

will be given away. The Hawaiian of Honolulu will be served in the coat-of-arms will be the outstanding form of dainty sandwiches, pineapple feature of the button, with the date salad with whipped cream, pineapple and "Aloha" and "Hawali Day," in punch and Kona coffee, the Hawaiian bold letters. The background of the serving girls wearing ilima leis. button is green with the Hawaiian

The Philippine Constabulary band the United Irish League of America. Beretania and Fort streets, every will play in front of the lagoon from passed a resolution indorsing President 7:30 until 8:30 o'clock. The pageant Wilson's stand with Germany. CHARLES HUSTACE, JR., Leader. will begin upon the firing of a bomb FRANK MURRAY, Secretary. which will be the signal for the ca- is acquired.

noes to appear with the singers. HONOLULU LODGE, 616, B. P. O. E. The water pageant will move slowmeets in their hall, ly about the lagoon, which, with the on King St., near surrounding gardens, will be aglow Fort, every Friday with colored searchlights, masked evening. Visiting lights, scintilators and other electrical brothers are cor effects, transforming this already dially invited to at beautiful spot in the exposition grounds into one of langorous tropical

H. DUNSHEE, Sec. The Philippine Constabulary band